



Building Comprehensive Primary Prevention

Emerging Trending in Sexual Domestic Violence Primary Prevention

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Most resources references in this talk have been blogged about on www.PreventConnect.org
A copy of the materials for this presentation is available at <http://preventconnect.org/2012/09/northdakota/>



PreventConnect is a national on-line project to advance primary prevention of sexual violence and domestic violence. The following on-line activities are available at no cost.

- Online Community
- Web Conferences on primary prevention topics
- Prevent-Connect email Group with over 1100 prevention advocates
- eLearning units, Podcasts, Wiki on prevention

www.PreventConnect.org

Twitter: [@preventconnect](https://twitter.com/preventconnect)

facebook.com/PreventConnect

Building Comprehensive Primary Prevention

NOTES

President Obama puts Prevention into SAAM <http://preventconnect.org/2012/04/president-obama-puts-prevention-into-sexual-assault-awareness-and-prevention-month/>

Prevention is the work to build a community without sexual violence

- Andrea Dworkin, **I Want a Twenty-Four-Hour Truce During Which There Is No Rape (1983)** <http://www.nostatusquo.com/ACLU/dworkin/WarZoneChaptIIIE.html>
- **Transforming Rape Culture (1993)**, edited by Emilie Buchwald, Pamela Fletcher, Martha Roth
- belle hooks, **Talking Back thinking feminist - thinking black (1989)**
- *Principles of Prevention* eLearning Units on violence prevention, Centers for Disease Control and Prevention, www.vetoviolence.org
- Steven Johnson, **The Ghost Map**, 2006 <http://www.theghostmap.com/>
- PreventConnect eLearning unit **Social Justice and Public Health:** <http://preventconnect.org/2009/09/a-social-justice-model-of-public-health-integrating-prevention-of-violence-against-women-2/>
- Lydia Guy, "Can Radical Feminism Co-exist with the Public Health Paradigm?" in **Partners in Social Change** (A Publication from the Washington Coalition of Sexual Assault Programs) Volume 8 (3) Spring 2006. <http://www.wcasp.org/prevention/PDF/SPRINGPISC2006.pdf>
- **Case by Case: News coverage of child sexual abuse** (2011), Berkeley Media Studies Group http://www.bmsg.org/pdfs/bmsg_issue19.pdf
- **Breaking News of Child Sexual Abuse: Early Coverage of Penn State** (2012), Berkeley Media Studies Group http://www.bmsg.org/sites/default/files/bmsg_report_breaking_news_on_child_sexual_abuse.pdf
- **Hollaback** www.ihollaback.org

Ending Rape and Domestic Violence Requires Social Change

Prevention is the work to create that social change.

Prevention: Creating a Culture Free of Abuse

- *Primary Prevention*: a **systematic** process that **promotes** healthy **environments** and behaviors and reduces the likelihood of an incident, condition, or injury **before** it occurs in the first place (from Prevention Institute, www.preventioninstitute.org)
 - Part of Comprehensive Response
 - Intervention, Treatment, Services
 - Effective System Response (Promote Accountability)
 - Awareness
 - Promote Healthy Norms and Behaviors (Prevention)
 - Before
 - Primary: Before violence takes place (upfront)
 - Secondary: Immediate responses (in the thick)

- Tertiary: Long term responses (aftermath)
- Community
- Promote
 - Example: Search Institute 40 Developmental Assets
<http://www.search-institute.org/assets/assetlists.html>
- Comprehensive
 - eLearning Unit: **Developing Comprehensive Prevention: Linking Primary Prevention Activities, Strategies and Programs**
 - http://www.preventconnect.org/presentations/Comprehensive_Prevention/player.html
 - Worksheet <http://www.preventconnect.org/attachments/2009/worksheet-comprehensive-program.pdf>
 - Comprehensive Examples
 - MyStrength www.mystrength.org
 - Green Dot www.livethegreendot.org
 - I.A.M. Strong <http://www.sexualassault.army.mil/>
 - Respect WORKS! www.respect-works.org
 - Start Strong www.startstrongteens.org
 - Denim Day <http://www.denimdayusa.org/>
- Root Causes

Prevention needs to be tailored to meet the needs of the community (PreventConnect web conference **When place is the focus: Connecting sexual and domestic violence prevention approaches to your community** <http://preventconnect.org/2012/07/when-place-is-the-focus/> }

Individual focus hides...

- Patterns of Abuse
- Context of Abuse
- Norms that
 - Contribute to Family Violence
 - Condone Family Violence
 - Ignore Family Violence

5 Key Norms

- Limited Roles for Women and Girls
- Restricted Gender Roles for Men and Boys
- Power
- Violence
- Secrecy and Privacy

(PreventConnect eLearning Unit Changing Norms to Prevent Violence Against Women <http://preventconnect.org/2006/11/changing-norms-to-prevent-violence-against-women/>)

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.

(A Publication from the National Sexual Violence Resource Center) July 2006.

<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

Elements of Community

- Expectations
 - Norms
 - Models
 - Institutions
 - Policies
 - Media
- ↘ → Culture
↗

Social Ecological Model

(see on PreventConnect wiki <http://wiki.preventconnect.org/Socio-ecological+Model>)



- Spectrum of Prevention (from www.PreventionInstitute.org)

The Spectrum of Prevention

Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

Emerging Trends in Sexual & Domestic Violence Prevention

NOTES

How Do People Change?

- Knowledge → Attitudes → Beliefs → Behaviors ????

Program

Engaging Men and Boys

- A CALL TO MEN www.acalltomen.org
- Coaching Boys into Men www.coaches-corner.org/
- Instituto Promundo (Brazil) www.promundo.org.br/
- Men Can Stop Rape www.mencanstoprape.org
- Men Stopping Violence www.menstoppoingviolence.org
- Mentors in Violence Prevention (MVP) www.sportinsociety.org/vpd/mvp.php
- National Compadres Network www.nationalcompadresnetwork.com
- One in Four www.oneinfourusa.org
- 1 in 6 www.1in6.org
- One Man Can (South Africa) www.genderjustice.org.za/onemancan/
- Walk a Mile in Her Shoes www.walkamileinhershoes.org
- White Ribbon Campaign (Canada) www.whiteribbon.ca/
- Byron Hurt, Hip Hop: Beyond Beats and Rhymes www.bhurt.com
- Jackson Katz, Macho Paradox www.jacksonkatz.com
- Paul Kivel, Young Men's Work www.Paulkivel.com
- Rus Funk, Reaching Men www.rusfunk.com
- Tough Guise, Media Education Foundation www.MEF.org
- VoiceMale (magazine) <http://voicemalemagazine.org/>
- Engaging Men (Office on Violence Against Women) www.ovw.usdoj.gov/men-youth.htm

Empowering Women and Girls

- Report American Psychological Association Task Force on the Sexualization of Girls Report www.apa.org/pi/women/programs/girls/report-full.pdf
- NOVO Foundation www.novofoundation.org
- Move to End Violence www.movetoendviolence.org
- MS Foundation for Women www.ms.foundation.org
- Hardy Girls Healthy Women www.hardygirlshealthywomen.org
- SPARK Summit www.sparksummit.com
- V Girls www.v-girls.org/

Bystander

- Bringing in the Bystander and Know Your Power <http://www.unh.edu/preventioninnovations/>
- Engaging Bystanders, National Sexual Violence Resource Center <http://www.nsvrc.org/projects/engaging-bystanders>
- Green Dot www.livethegreendot.org
- California's Green Dot <http://calcasa.org/tag/green-dot/>

- Engaging Bystander eLearning Unit, (NEARI and NSVRC) <http://calcasa.org/prevention/online-course-on-engaging-bystanders-in-sexual-violence-prevention/>
- *Violence Against Women* journal on bystander <http://calcasa.org/prevention/research-on-bystander-programs-highlighted-in-journal/>

Teen Dating Violence

- Start Strong www.startstrongteens.org/
- Violence Against Women Act
- Love is Respect <http://www.loveisrespect.org/>
- MADE <http://www.loveisnotabuse.com/made/index.html>
- Break the Cycle www.breakthecycle.org/
- CDC Dating Violence www.cdc.gov/ncipc/dvp/datingviolence.htm

Healthy Sexuality

- **It's Time to talk about it!** (NSVRC SAAM Promo 2012) <http://www.youtube.com/watch?v=nxTgY0okyLM&feature=youtu.be>
- **An overview on healthy sexuality and sexual violence prevention** (NSVRC SAAM 2012) http://www.nsvrc.org/sites/default/files/SAAM_2012_An-overview-on-healthy-sexuality-and-sexual-violence.pdf
- **Healthy Sexuality: A Guide for Advocates, Counselors and Prevention Educators** (NSVRC SAAM 2012) http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf

End Street Harassment

- Anti-Street Harassment Week <http://www.meetusonthestreet.org/>
- Stop Street Harassment <http://www.stopstreetharassment.org/>
- Hollaback! www.ihollaback.org

Science

- Types of Evidence – see blog on Wendi Seibold's article in Moving Upstream <http://calcasa.org/prevention/virginias-newsletter-on-evidence-for-prevention/>
- **Sexual Violence Prevention: The Role of Stages of Change**, Banyard VL, Eckstein RP, Moynihan MM *Journal of Interpersonal Violence*, January 2010; vol. 25, 1: pp. 111-135. <http://calcasa.org/prevention/social-marketing-to-prevent-sexual-violence-2/>
- Stages of Change (Transtheoretical Model) <http://wiki.preventconnect.org/Prevention+Theory>

Technology

- Twitter: i.e. PreventConnect <http://twitter.com/preventconnect>
- That's Not Cool www.thatsthatcool.com
- Flash Mobs:
 - Stand Up Guys <http://www.brightonpittsfordpost.com/feature/x157794792/Stand-Up-Guys-use-mob-to-send-message?foto=0>
 - Anti Bullying. <http://www.youtube.com/watch?v=MhYyAa0VnyY>
- Hollaback! www.ihollaback.org

Movement

- Move to End Violence www.movetoendviolence.org
- Say No – Unite to End Violence Against Women <http://www.saynotoviolence.org/>
- Project Envision http://www.svfreenyc.org/programs_prevention.html
- Close To Home <http://www.c2home.org/>

Sexual Violence Prevention Resources

Sexual Violence Prevention

By David Lee, Lydia Guy, Brad Perry, Chad Sniffen and Stacy Alamo Mixson, **The Prevention Researcher**, Volume 14(2), April 2007

<http://preventconnect.org/2009/04/sexual-violence-prevention/>

Sexual Violence and the Spectrum of Prevention: Towards a Community Solution

By Rachel Davis, Lisa Fujie Parks, and Larry Cohen of the Prevention Institute.

(A Publication from the National Sexual Violence Resource Center) July 2006.

<http://www.nsvrc.org/resource/details.aspx?ResourceId=218>

An Evidence-Based Review of Sexual Assault Preventive Intervention Programs

by Shannon Morrison, Jennifer Hardison, Anita Mathew, & Joyce O'Neil. September 2004.

<http://www.ncjrs.gov/pdffiles1/nij/grants/207262.pdf>

Preventing intimate partner and sexual violence against women: Taking action and generating evidence, By World Health Organization/London School of Hygiene and Tropical Medicine. Geneva, World Health Organization, 2010.

http://www.who.int/entity/violence_injury_prevention/publications/violence/9789241564007_eng.pdf

Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria, Victorian Health Promotion Foundation, Victoria, Australia, December 2007.

<http://www.vichealth.vic.gov.au/preventingviolence/>

Report Describing Projects Designed to Prevent First-Time Male Perpetration of Sexual Violence

by Monique Clinton-Sherrod, Deborah Gibbs, et. al. (RTI International) (September 2008).

http://www.nsvrc.org/_cms/fileUpload/RTI_Report_updated%202008.pdf

Sexual Violence Prevention: Beginning the Dialogue By the U.S. Centers for Disease Control and Prevention. 2004. <http://www.cdc.gov/ncipc/dvp/SVPrevention.htm>

Training Professionals in the Primary Prevention of Sexual and Intimate Partner Violence: A Planning Guide. 2010, By US Centers for Disease Control and Prevention

http://www.cdc.gov/violenceprevention/pub/training_guide.html

World Report on Violence and Health By the World Health Organization. 2002.

http://www.who.int/violence_injury_prevention/violence/world_report/en/index.html

Rape Prevention and Risk Reduction: Review of the Research Literature for Practitioners by Kimberly A. Lonsway with contributions from Dorothy Edwards, VAWnet: The National Online Resource Center on Violence Against Women (January 2009)

http://new.vawnet.org/Assoc_Files_VAWnet/AR_RapePrevention.pdf

Case by Case: News coverage of child sexual abuse, Berkeley Media Studies Group, 2011.

www.bmsg.org/pub-issues.php#issue19f

Understanding Evidence: Part 1: Best Available Research Evidence, Centers for Disease Control and Prevention 2011, http://www.cdc.gov/violenceprevention/pub/UnderstandingEvidence_prt1.html